

APRIL/MAY 2024

**23PECM25A — RURAL AND
AGRICULTURAL MARKETING**

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Define the terms rural marketing.
2. What qualities should a rural marketer possess?
3. State the characteristics of rural consumers.
4. Write about the buying process of buyer behavior?
5. What do you understand by consumer value strategies?
6. Expand and explain MSP.
7. Bring out the nature of food processing.
8. Define rural supply chain management.
9. Write a short note on cooperative marketing.
10. Bring out the features of e-NAM scheme?



SECTION B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Discuss the nature of rural marketing.

Or

- (b) Differentiate between Urban vs Rural marketing.

12. (a) Describe the stages in buying decision process.

Or

- (b) Discuss the aspect of rural buyer behavior.

13. (a) Explain the characteristics of Goods packaging.

Or

- (b) How to determination of minimum support price?

14. (a) Explain the advantages of food processing.

Or

- (b) Describe the importance cold chains in Indian food Industry.

15. (a) Discuss the features of cooperative marketing societies.

Or

- (b) What to become a member of cooperative marketing societies? Narrate.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain the rural marketing environment in detail.

17. Describe the factors affecting rural consumers in India.

18. Elaborate the role of agriculture price commission in India.

19. Explain the processing of agricultural commodities in India.

20. Discuss the type of co-operative marketing societies?